

Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims

Claim 1 (canceled)

Claim 2 (canceled)

Claim 3 (previously presented) – A system for displaying an advertisement in two distinct communication forms comprising:

an editor means for first formulating the advertisement on a tangible medium;

a printing means for initially producing the advertisement onto a paper medium;

a file transfer means to transfer the advertisement from said editor means to a universal remote locator; and

a means to permit access to said universal remote location to view the advertisement from a visual display unit until said advertisement is replaced with a more current advertisement generated from said editor means.

Claim 4 (previously presented) – A process for displaying an advertisement on a wide area computer network comprising:

formulating an advertisement for a product or service;

initially displaying the advertisement in a printed periodical;

transferring an electronic identical copy of said advertisement to a universal resource locator; and

permitting access to the advertisement at the universal resource location.

Claim 5 (previously presented) – The process of claim 4 further including the step of:

replacing the electronically displayed advertisement with a more recently formulated advertisement to maintain commonality between the most recent printed advertisement and the electronic advertisement.

Claim 6 (previously presented) – A system for the display of newspaper advertisements on the internet comprising:

means to convert advertisements from a newspaper format into an internet format;

display means to display said internet format; and

means to modify the internet format when information pertaining to the contents of the newspaper advertisement changes.

Claim 7 (previously presented) – A system for displaying an advertisement in a periodical and the internet comprising:

an editor means for formulating the advertisement on a tangible medium;

a printing means for producing the advertisement in the periodical;

a file transfer means to transfer the advertisement from said editor means to a universal remote locator; and

a means to permit access to said universal remote location to view the advertisement from a visual display until said advertisement is replaced with a more current advertisement generated from said editor means.

Claim 8 (previously presented) – A process for displaying an advertisement on a wide area computer network comprising:

formulating an advertisement for a product or service;

displaying the advertisement in a printed periodical;

fractionating the advertisement into data fields;
transferring an electronic identical copy of said advertisement along with
the data fields to a universal resource locator; and
permitting access to the advertisement at the universal resource location.

Claim 9 (previously presented) – The process of claim 8 further including the step
of:

allowing searching for the electronically displayed advertisement by the
data fields by presenting a query field to the user.